WHAT IS CLAIMED IS:

- 1. A polynulceotide encoding fusion protein, the fusion protein consisting essentially 5 of a tobamovirus coat protein fused to a protein of interest at a fusion joint.
 - 2. A polynucleotide according to Claim 1, wherein the fusion is an amino terminus fusion.
- 3. A polynucleotide according to Claim 1, wherein the fusion is a carboxy terminus fusion.
 - 4. A polynucleotide according to Claim 1, wherein the fusion is an internal fusion.

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- 5. A polynucleotide according to Claim 1, wherein the fusion joint comprises a leaky stop codon.
- 6. A polynucleotide according to Claim 1, wherein the fusion joint comprises a leaky start codon.
 - 7. A polynucleotide according to Claim 1, wherein the protein of interest is an antigen.
- 8. A polynucleotide according to Claim 1, wherein the coat protein is a tobacco mosaic virus coat protein.
 - 9. A recombinant plant viral genome comprising a polynucleotide according to Claim 1.

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- 10. A recombinant plant virus particle, comprising a genome according to Claim 9.
- 11. A polypeptide encoded by a polynucleotide according to Claim 1.
- 12. A recombinant plant virus, wherein the coat protein is encoded by a polynucleotide according to Claim 1.

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13. A plant cell comprising a polynucleotide according to Claim 9.